



Dear Store Manager,

Midway has already proved itself by releasing one of the most successful Mortal Kombat games to-date; **Mortal Kombat[®] Deception[™]**. MKD has shipped more than one million units to retail stores across North America. Slashing its way to an amazing start at retail, **Mortal Kombat: Deception** became the fastest selling game in the history of Midway outselling even its highly-successful predecessor, *Mortal Kombat: Deadly Alliance*, by more than 35% in its first week of release. There is no shortage of hype for this latest release as a result our extensive marketing campaign.

And, we are extremely proud to announce the shipment of **MKD** on **GameCube** in March '05 with the addition of two new playable **MK BOSS** characters!

"9.5 out of 10."

-GameInformer

"Best Mortal Kombat ever."

-IGN

"4.5 out of 5."

-GamePro

With multiple fatalities per character, hari kiris, multi-tiered interactive backgrounds and extensive new game modes (Konquest mode, Chess Kombat and Puzzle Kombat), **Mortal Kombat: Deception** on **GameCube** will deliver the same sales success of our current PS2 and Xbox SKUs.

To introduce you to this next evolution in the massively successful franchise, we have provided you with an in-store kit. It contains all the information you need to promote it within your store. Your kit contains:

- A Poster – As a Gift to You! (**Do not display in store.**)
- Sell Sheet describing all of the key features!
- Promo Sheet highlighting the NGC's Exclusive Playable Characters!

Please take a few moments to review the enclosed literature and thanks for your support.

Sincerely,

Randy Severin
Senior Product Manager



MIDWAY



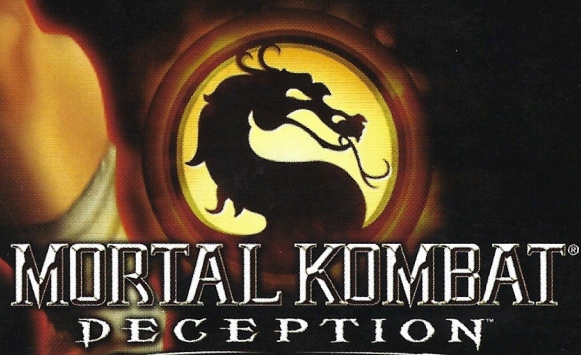
GORO

NINTENDO GAMECUBE™
EXCLUSIVE PLAYABLE
CHARACTER:

A CLASSIC BOSS CREATURE FROM
MKI, MK4 AND MK TRILOGY



Blood and Gore
Intense Violence



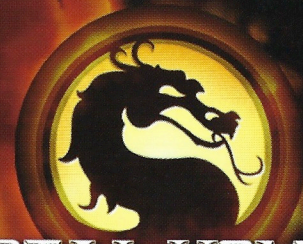
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SHAO KAHN

NINTENDO GAMECUBE™
EXCLUSIVE PLAYABLE
CHARACTER:

THE FINAL BOSS
IN MKII AND MKIII



MORTAL KOMBAT®
DECEPTION™



Blood and Gore
Intense Violence





"Best Mortal Kombat Ever"

—IGN

WWW.MORTALKOMBATDECEPTION.COM

 **MIDWAY**

"4.5 out of 5"

— GAMEPRO

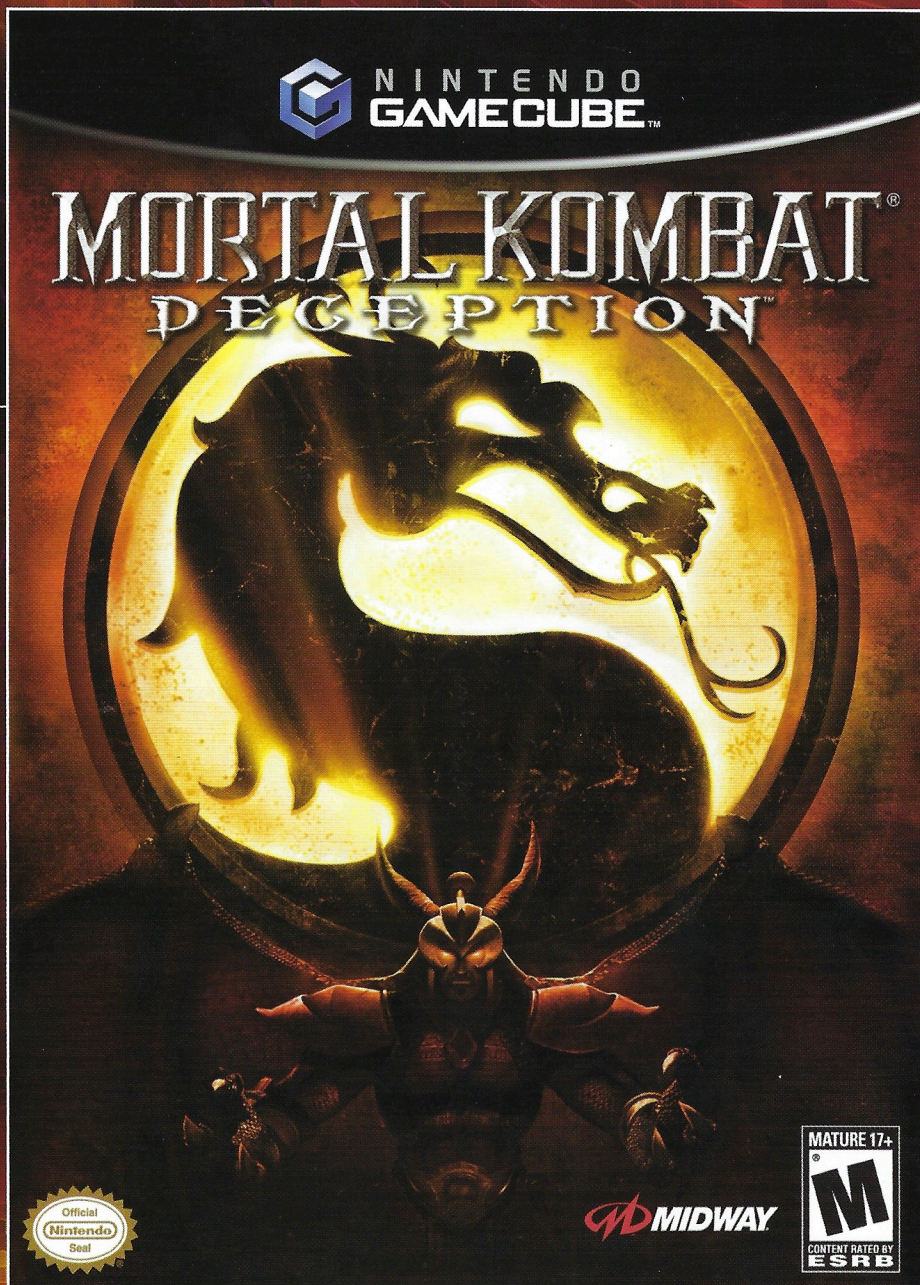
"9.5 out of 10"

— GAME INFORMER

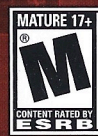


"BEST FIGHTING
GAME OF E3"

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GAME OF E3"



 **MIDWAY**

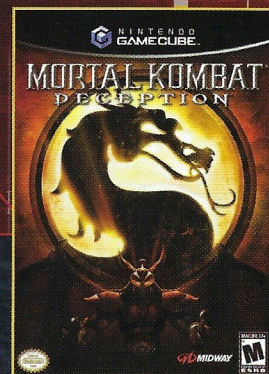


Blood and Gore
Intense Violence



MORTAL KOMBAT® DECEPTION™

WWW.MORTALKOMBATDECEPTION.COM



DESCRIPTION

Mortal Kombat®: Deception™ delivers the deepest fighting game ever, with the lethal intensity that helped establish the **Mortal Kombat®** franchise as the ultimate fighting game of all time! With multiple fatalities per character, multi-tiered interactive backgrounds and extensive new game modes, **Mortal Kombat®: Deception™** is set to revolutionize the fighting game genre once again.

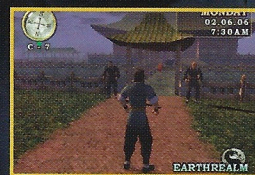
WHY TO BUY MORTAL KOMBAT®: DECEPTION™

THE #1 FIGHTING FRANCHISE EVER!

- Midway's Premier Brand: Over \$1 Billion in Revenue
- Enormous Global Brand Awareness: Millions of Diehard MK Fanatics
- A Proven Track Record: MKDA sold over 3 million worldwide
- Tremendous Market Opportunity:
 - Includes GameCube exclusive characters, delivering fresh content to the MK fans.
 - MKD week one launch quantity = 1MM units
 - Solid MKD Gamerankings scores: PS2-82.6%, Xbox-81%



Puzzle Kombat



Konquest Adventure



Chess Kombat

FEATURES

- **EXCLUSIVE PLAYABLE NINTENDO GAMECUBE™ CHARACTERS—Goro and Shao Kahn:** Players will be able to select these two BOSS characters as playable characters:
 - Goro - A classic Boss creature from MK1, MK4 and MK Trilogy
 - Shao Kahn - The Final Boss in MK2 and MK3
- **Unique Kombat Features:** With two fatalities per character, newly instituted death traps, stage fatalities and interactive Kombat backgrounds, this game will take the **Mortal Kombat®** series to an all-new level of pain.
- **New Konquest Mode:** A completely redesigned single player Konquest mode provides an entirely fresh experience and a strong RPG gameplay element by adding the likes of Direct Player Control, worlds populated by NPC (Non-Player-Controlled) characters, unique hidden features, and a "real time" clock representing the equivalent of a 24-hour day.
- **New Chess Kombat Mode:** In this all-new feature, players will be able to partake in a game of chess-like strategy, but with a fun (and, of course, bloody) **Mortal Kombat®** twist.
- **New Puzzle Kombat Mode:** With ties to the likes of your favorite puzzle video games of past, Puzzle Kombat includes over 10 **Mortal Kombat®** characters, each with a super-move to trigger against opponents.
- **New Mix of Favorite Warriors:** Featuring many new fighters and the return of choice warriors such as Baraka, Mileena, Noob Smoke, Scorpion, Sub-Zero, Raiden, Tonya and more.



MARKETING

Mortal Kombat®: Deception™	Aug	Sep	Oct	Nov	Dec	Jan'05	Feb	Mar	Apr	May
Print Advertising										
Online Advertising										
Public Relations										



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